

Ciclovia Salinas



Where the Streets are Yours! ¡Donde las Calles son Suyas!

August 9, 2013

Dear Friend,

Youth, students, and residents from the Salinas community are proud to announce the first Ciclovia event in the city of Salinas, which will take place on Sunday October 6, 2013. This event entails the temporary closing of Alisal Street and a route extending from Salinas street to Sanborn Road. This temporary transformation of the streets will occur between 10am to 2pm allowing residents to utilize the streets – participating in a wide range of physical activities, such as running, walking, biking, zumba, and much more.

Salinas Ciclovia will provide free access to a family day filled with hands-on activities and resources for children and adults. We believe that Salinas is entitled to a safe and inclusive environment that promotes health and unity. Our mission is to integrate the residents of Salinas to utilize city streets – harvesting an overall sense of well-being and vitality through physical activity. We are establishing the platform of opportunity to adopt healthier habits in order to counteract major health issues. In addition, Ciclovia will positively impact economic development in Salinas through a sustainable event that promotes local businesses.

The Salinas Ciclovia planning committee seeks your support to help make this health-promoting event a great community success. Your contribution and participation is an investment in the continued improvement of the health, economic vitality, and overall wellbeing of our community.

Ciclovia Salinas is a non-profit event and **all donations are tax-exempt**. All in kind donations will be accepted and qualify for the same benefits as our monetary partners (please see next page). We appreciate your consideration with this request. If you have any questions regarding the event or the sponsorship levels, please feel free to contact:

Building Healthy Communities East Salinas
717-1384
Cicloviasalinas@gmail.com

Sincerely,

Ciclovia Salinas Planning Committee

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Ciclovia Salinas thanks you for your support. Please review the following contribution levels and complete the attached sponsorship application indicating your selected partnership.

€ **Ciclovia Salinas Champion: \$5,000+**
Company name and logo on all advertisement, shirts, event program & social media
Company name announced throughout the event on October 6th
Company name mentioned on TV and Media promotion
Your company banner displayed at event
Free booth for company to promote your organization
Free Ciclovia merchandise
*Fitness activity designed to promote your company
Deadline for logo is September 20th

€ **Ciclovia Salinas Health Advocate: \$3,000+**
Company name and logo on all advertisement, shirts, event program & social media
Company name announced three times during the event on October 6th
Your company banner displayed at event
Free booth for company to promote your organization
Free Ciclovia merchandise
Deadline for logo is September 20th

€ **Ciclovia Salinas Wellness Coach: \$1,000+**
Company name in social media
Company logo on event program
Your company banner displayed at event
Company name announced once during the event on October 6th
Free Ciclovia merchandise

Ciclovia Salinas Fitness Fan: \$500+
Company name in social media
Company name on event program
Free Ciclovia merchandise

€ **Ciclovia Salinas Community Supporter: \$100+**
Company name in social media

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2013 SPONSORSHIP APPLICATION

Company/Organization Name:

Company/Organization Website Address:

Company/Organization Event Contact Name:

Contact Title:

Contact Phone:

Contact Cell Phone or Event Day Number:

Contact Email:

Sponsorship Level:

- Champion (\$5000+)**
- Advocate (\$3,000+)**
- Coach (\$1000+)**
- Fan (\$500+)**
- Supporter (\$100+)**

I am interested in donating services or products (please describe):

Make checks payable to: The Hartnell College Foundation

Return this form and check to:

The Hartnell Foundation
411 Central Ave
Salinas, CA 93901

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Note: Hartnell College Foundation is a non-profit organization engaged in supporting and benefiting the Hartnell Community College District. On behalf of the Hartnell College Foundation, I certify that you have not received any goods or services in exchange for this donation. For your reference, our tax ID # is 94-2781664

	Ciclovia Salinas Champion (\$5,000+)	Health Advocate (\$3,000+)	Wellness Coach (\$1,000+)	Fitness Fan (\$500+)	Community Supporter (\$100+)
Company name on social media	X	X	X	X	X
Free Ciclovia merchandise	X	X	X	X	
Company name on event program	X	X	X	X	
Company name announced at event	X	Three times	Once		
Company banner displayed at event	X	X	X		
Free booth	X	X			
Company logo on shirts	X	X			
Company name & logo on social media	X	X			
Company name Radio/TV promotion	X				
Fitness activity designed to promote your company	X*				